



CLAYTON CENTURY FOUNDATION

enriching our community

Clayton Century Foundation Board of Directors Meeting Minutes

**Wednesday, January 28, 2015
Heritage Building, Courtroom
10 S. Brentwood
5:30 p.m.**

Attendees: Judy Goodman, Gary Feder, Bob Paster, Mike Zaccarello, Sarah Melinger, Janet Horlacher, Scot Boulton, David Anderson, Steven Rosenblum, Michelle Harris, John McCormick, Linda Goldstein, Gary Krosch, Cindy Berger, Elizabeth Robb, Richard Lintz, Cordell Whitlock, Jason Braidwood, Bev Wagner

Absent: JJ Flotken, Sally Cohn, Cindy Rapponotti, Jill Fisher, Hugh Scott, Mont Levy, Cheryl Verde, Ben Uchitelle,

Staff: Patty DeForrest – Director of Parks & Recreation, Brie Cella – Development Coordinator

1. Call to Order

Judy Goodman called the meeting to order at 5:35 p.m. Judy mentioned that tonight's meeting would be abbreviated due to the 7:00 p.m. CCF History Lecture, *Treating the Sick in St. Louis City and County*, in partnership with the Campbell House. A wine tasting by Edg-Clif Winery will follow.

Judy welcomed two new Board members, Jason Braidwood and Cordell Whitlock.

A new Board photo was taken.

2. President Report

Judy stated that we all should be proud that CCF ended 2014 on a successful high with donations. The popular All That Glitters event will be celebrated in February to align with our fiscal year, which now aligns with the calendar year.

Judy reported that there is a proposal to restructure the organization to better reflect the way the CCF operates and the actual work that is being done by committees. JJ Flotken, who was called away on a business trip, spearheaded this effort. The restructure proposal will be discussed at length at the April Board meeting. Inspired by David Anderson's comment at the October meeting, Judy re-examined CCF's Mission Statement. Judy stated the goal is to be ready to discuss both the Mission Statement and the Restructure Proposal and vote at the April Board meeting. Both documents will be sent to the Board electronically for review.

Judy stated she sees 2015 as a pivotal year for CCF as the organization works to involve new volunteers, communicate better about CCF, cultivate current and new donors, and identify new projects that have great value for the community.

3. Review of the October 29, 2014 Minutes

Gary Feder moved to approve the October minutes as submitted. Steven Rosenblum seconded. The minutes were approved unanimously.

4. Financial Report

Gary Krosch reported that the organization ended with a balance of \$125,558.61 of which \$73,169.97 is restricted. The numbers from 2014 are deceiving since 2014 reports on a 15-month cycle due to the change in fiscal year. Looking at the Statement of Cash Flows, individual donations are down from the previous year. There was revenue of \$120,789.34 in 2013 and \$111,313.10 in 2014. Most of the revenue from the POTC came in 2014. The Project Update on page 5 illustrates the public and private partnership. Almost \$3.6 million was spent on projects with almost \$2 million from the Clayton Century Foundation. This is impressive and the Foundation should be proud of its success. The CCF makes things happen and adds value to the community.

The numbers for FY15 budget are conservative to avoid budgeting geared toward money spent. The numbers can be adjusted as major donations occur. The completed projects show a \$0 balance.

5. Development Report

Major Gifts: Steven introduced The Generations Project, which began with the gift from the Newmark family in Oak Knoll Park. . Clayton residents can make a gift in the range of \$15,000 - \$50,000 to CCF to leave their family

legacy. The Follman family has contributed to enhancing an area in Shaw Park near the Sensory Garden with landscaping and a drinking fountain. A dedication will most likely take place in the spring. The Clayton Heritage Center is a current project with a fundraising goal of \$50,000. The space would display historic items, provide a research area, and include exhibits for all ages. Steven stated that gifts of any size are welcomed. Patty mentioned that it would take about 3 months to build out. Bob stated the space would have open hours as well as be open by request. Elizabeth had questioned whether the computers would be connected to the Center's wi-fi and if the computers would be hardwired. Bob did not have those details, but the City monitors the wi-fi.

Gary stated the Newman family is interested in contributing to the enhancement of the "Link" area in front of the high school. The City owns 1/3 of the area. The Clayton School District owns 2/3 of the land. There would be a commitment to leave the area as green space for 25 years. Gary stated the family was happy with the agreement, and now the project will be presented to BOA and BOE for final approvals.

A pledge agreement is also in the works for the Northeast Corner of Shaw Park project, which has been discussed for many months. Once the City provides comments, the agreement will be sent to the prospective donor and finalized. The CCF has received a gift of stock valued at \$500,000, which is to serve as the first payment toward the fulfillment of the agreement. Gary is hopeful to sign the agreement in the next 30 days.

Annual Fund: The committee has been very active. The personalized solicitation, which included a signature and handwritten notes, brought in approximately \$11,000 from 48 donors compared to 32 donors from the Community-Wide Mailer. The committee will work to review consistent donors and develop a strategy to engage those donors in a deeper way. The All That Glitters party is on Friday, February 27 to recognize 2014 donors. The event will include appetizers from Cantina Laredo, champagne, wine, and Kakao chocolates. Sarah M. reported that all 4 bands for Musical Nights this summer have been booked.

6. Special Reports

Included in the Board packet was a 2015 calendar that included meeting dates, City events, CCF events, and other promotional deadlines. The calendar will help to coordinate development, communication and fundraising efforts. The Hanley House and Shaw Park STL250 cakes are up for auction online. The online bidding ends Friday, February 27, with proceeds dedicated to the Clayton Heritage Center project.

Alderman Rich Lintz reported that the City of Clayton is doing well. 16 new businesses opened in 2014. There are 4 apartment rental projects in the

works at Bonhomme and Meramec, N. Central, Central and Forsyth, as well as at the old Brown Shoe building. The City has scheduled many events for the year including a Cardinals Opening Day lunch on Monday, April 13th in front of City Hall.

The update to the Arts Master Plan is nearly complete. A strategic plan is underway with the direction of the Public Arts Advisory Committee and two representatives of CCF Arts.

With the ability to receive gifts of stock, Scot would like CCF to consider a planned giving solicitation now that the CCF has a good track record.

7. Next Meeting

The next meeting will be Wednesday, April 29, 2015 at 5:30pm at 10 S. Brentwood Blvd.

8. Adjourn

The meeting was adjourned at 6:45 p.m.

Minutes submitted by Brie Cella.